

I oppose loosening the rules designed to promote and protect diversity of media ownership. These rules were adopted to ensure that the public would receive a diverse range of viewpoints from the media, and not simply the opinions of a handful of media conglomerates.

Media diversity should not be evaluated in a context of commercial competition because present level of commercial competition has brought concentration of ownership which has led to homogenous programming and reporting. It has also led to sound-bite TV journalism. My local Fox station (KPTV - Channel 12, Portland) gives in-depth coverage to only one aspect of the news on their 10:00 P.M. newscast - the weather.

Broadcast TV is the basic source of news for many of our citizens. Not everyone has or can afford cable. There is no "proliferation of outlets" that gives variety to our information sources. In Portland I listen to NPR (KOPB - FM) and an alternative station (KBOO - FM) for information during the day. I have the time - I am retired. Listeners to the bulk of AM and FM programming in the Portland Metropolitan area receive little instructive or insightful or varied news programming.

International news reporting by TV and print media has decreased in variety in recent years as overseas and domestic news staff have been downsized as cost-cutting strategies. News departments reportedly have to "earn their way" like any other commercial programming. The concept of public service is fading as more mergers take place, and fewer papers/broadcast organizations survive as independents.